



FIM COMMUNICATION

Vol. 2, No. 1

ISSN 2289-9103

CAREERS

&

OPPORTUNITIES

Library
Transformation of
Skills *Job specialization*
system
The perspectives
Future *Information*
Professionals

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Assalamualaikum WBT.

Bismillahirrahmanirrahim.

Alhamdulillah, syukur ke hadrat Illahi kerana dengan limpah kurnia-Nya FIM Communication Publication sesi 2014/2015 ini dapat diterbitkan dengan jayanya.

Di peluang ini saya Siti Nur Aishah binti Mansor selaku Ketua Editor, ingin mengkalungkan setinggi-tinggi penghargaan kepada pensyarah IML 601 Publication & Production of Information Materials, En. Azmi bin Ab. Rahman, di atas tunjuk ajar beliau dan ilmu yang dicurahkan kepada kami, dapat kami menyempurnakan penerbitan kami.

Disamping itu, saya juga ingin mengucapkan ribuan terima kasih kepada ahli pasukan penerbitan

kerjasama yang padu bagi menjayakan penerbitan ini. Setiap ahli pasukan ini menyempurnakan satu sama lain dan tidak lokek ilmu sesama sendiri. Sikap ini ingin saya puji dan diharap persahabatan yang tercipta melalui penerbitan ini akan kekal hingga ke jannah, InyaAllah. Segala ilmu dan pengalaman yang ditimba selama proses penerbitan ini akan menjadi berguna suatu hari kelak kepada setiap ahli pasukan penerbitan terlibat.

Akhir kata, ingin saya mengucapkan penghargaan kepada semua yang terlibat di dalam penerbitan *FIM Communication Publication* ini samada langsung atau tidak langsung.

Wassalam.

Aishah

Siti Nur Aishah binti Mansor, KETUA EDITOR

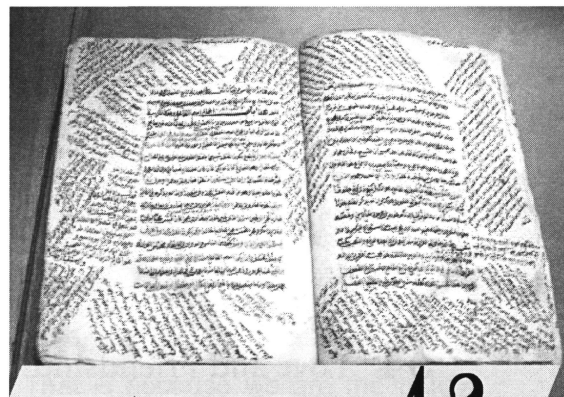
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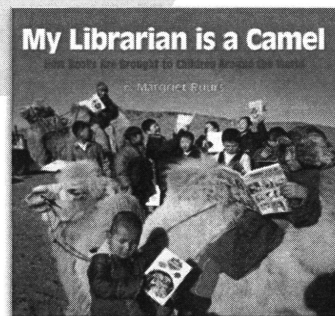
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"GOOGLE CAN BRING YOU
BACK 100,000 ANSWERS, A
LIBRARIAN CAN BRING YOU
BACK THE RIGHT ONE." —
NEIL GAIMAN

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SKILLS NEEDED FOR EFFECTIVE & EFFICIENT INFORMATION PROFESSIONALS

By Nur Marisa Badrulsham and Siti Wadhihah Mohd Nazri

INTRODUCTION

Information Professional (IP) is responsible for the overall management, organization, preservation, retrieval and dissemination of information in a particular organization that they are working for with the utilization of technology as one of their main tools. The degree graduates of Information Management Faculty produces IPs which comprise of librarians, web designers, web developers, archivists, chief information officers, information system specialists, information brokers, records managers and more. The type of organization or workplace for IPs can either be in the government or private sector such as at libraries, resource centres, information centres, and intranet departments. The ever-changing world of technology have caused IP's roles to develop and have the need to acquire various sets of skills to accommodate and perform their task efficiently with the use of the latest technology.

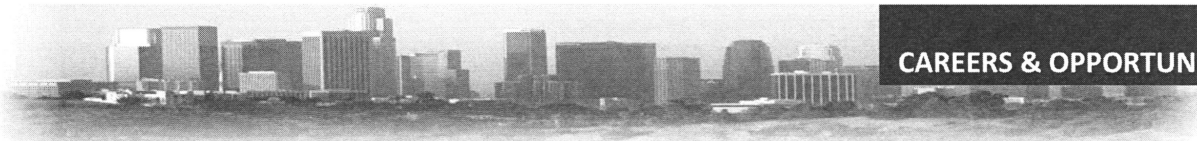
INFORMATION PROFESSIONAL SKILLS

According to Merriam Webster Collegiate Dictionary (1993), skill is

defined as ability to use one's knowledge effectively and readily in execution or performance. As that being said, it is an obligation for IPs of this age and era to engage with skills that is a combination from the contemporary and modern attributes to fulfil the organization's information needs.

Develop Personal skills

Khoo (2005) defined personal skills as appropriate attitudes, values, and personal traits. It is vital that IPs develop their personal skills to ensure quality service provision to others. The personal skills considered necessary for this job is to be analytical, engage with users, responsive to their needs, express creatively, be open to ideas, problem solver, and self-motivated. It is more towards the personal development of the employee. For example, IPs have to acquire analytical skill so as to help users from experiencing information overload. This situation is unfortunately common in today's abundance of information available on the internet up to the point where it confuses the users in thinking whether they need the information and unable to make decisions due to it. IPs need to analyse



the information for the users or the organization and present it to them accordingly.

Develop Generic skills

It is obvious that each person needs to have thorough knowledge regarding or related to their profession. This is why acquiring generic skills enhances their credibility. Generic skills carries the meaning of having general skills which encompasses all without focusing on one skill. The list of general skills useful in this profession is communication, critical thinking, information literacy, effective teamwork, ethics and social responsibility, and leadership.

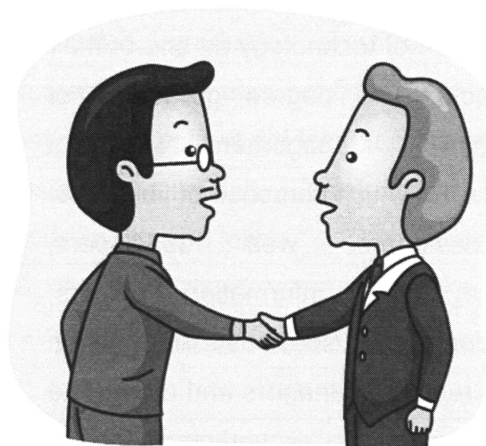
Team Management



Information Professionals, especially managers requires the ability to organize and manage a team efficiently. To get the best results out of a team is by following the requirements needed to form and conduct the team which includes the importance of the size of the team, and understanding them. The number of members in a team should be enough for the particular project to take place. This is so that the team members can provide

enough input and feedback to complete the task given. In order to successfully recognize and understand the team, factors such as environment of workplace, nature of task, leadership requirements, strengths and weaknesses of each member, and responsibilities of each member, must be taken into consideration. It is most important to make sure the team's goals does not deviate from the organization's goals.

Social and communication skills



Based on Hawamdeh, S. & Foo, S. (2001) social and communication skills are the ability of information professionals to socialise among their teams and community members. Instead of sharing ideas, it also best to persuade the knowledge. Information professionals need to master in presenting information clearly, enthusiastically both orally and in written form. While their job is surround with students, researchers and other professionals, they should always use simple language with approachable presentation style to meet the audience. It

is important to understand perceptions and perspectives of audience and vice versa so that the feedback can be used for self-improvement.

Information skills

As an intermediary between the information users and information resources, information professionals need to be knowledgeable, proactive and responsive towards different background of audience. Information skills include matching the information needs with information resources and also providing access to accurate and precise information. The searching process must be operate through identification and evaluation first. This is to make sure that user receive information needs exactly from recommended sources. In order to duty taken, information professionals should expert in information sources and content of the document as long as in information seeking skills. This ability apply will make them become a knowledge integrators of internet and intranet knowledge.

Technology and IT skills

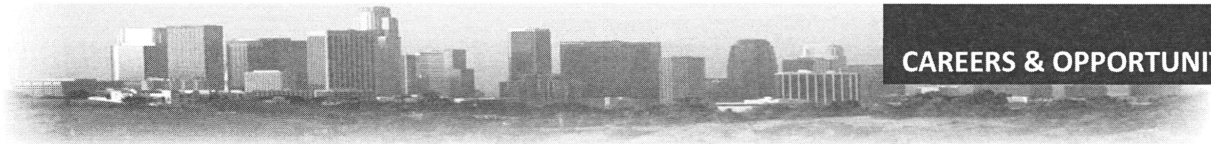


Today, technology has become major part in every profession. Undeniably, it also gives impact to information professionals. According to Dolan & Schumacher, (1997) information professional's role, skills and requirements is influence by information technology (IT). Information professionals will face challenging issues due to demand from students and staffs as the developments bring different responsibilities in support of the educational process. To adapt in this situation, information professionals should join the training to develop their skills in the area metadata provision. Requirement of having programming skills gives huge advantage for information professional as the training is a bit costly.

Information can be spread and keep in web as it is an easy way to access to learning, teaching and research activity. Information professionals should aware with the new developments in terms of updating the system together with providing training materials of using it.

CONCLUSION

Hence, information professionals must be presentable in the changing environment. The implementation of those skills such as personal skills, generic skills, team management, social and communication skills, information skills also technology and IT skills is mandatory to become an effective and efficient information professionals of the future. These



maximum skills and competence will surely provide essential preparation for information professionals to face different kinds of tough challenges. Information professionals should recognize and diligently explore the opportunities offer as the responsibilities are bigger in time. Though the profession remains the same, the process of information delivery continues to grow and change

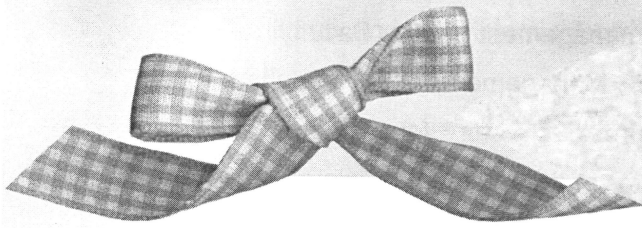
dramatically. The advancement of technology use in the system, enable information professionals to learn new things and experience new scope of skills. It may not be possible for information professionals to transform from gatekeepers to knowledge managers if they manage to improve their skills and adapt to the new trends.

Authors are semester 5 student of IM
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Management



PERSAHABATAN TERINDAH

NUKILAN; GADIS SARAWAK



*Bintang di langit malam
Keindahannya membawa seribu erti
Persahabatan antara kita
Tidak akan terlerai seperti kaca yang berderai*

*Alami pasang dan surut persahabatan
Ia sesuatu yang biasa terjadi
Kasih di antara kita
Tidak akan terpisah*

*Aku mohon kepadamu
Wahai sahabatku
Selama perpisahan kita terjalin
Kemaafan dariku sentiasa dihulur*

*Harapanku moga di antara kita
Tiada dendam yang terluka
Hanya memori indah bersama
Menjadi keabadian cinta kita*

*Cinta di antara sahabat
Sesuatu yang unik dan luar biasa
Bukan cinta sebagai pasang kekasih
Seribu tahun berpisah jua*

*Langit itu biru
Ia juga nun jauh tingginya
Perbezaan di antara kita
Menjadi punca ketulusan ikatan kita*



What Is Success?

Ralph Waldo Emerson

What is success?

To laugh often and much;

*To win the respect of intelligent people
and the affection of children;*

*To earn the appreciation of honest critics
and endure the betrayal of false friends;*

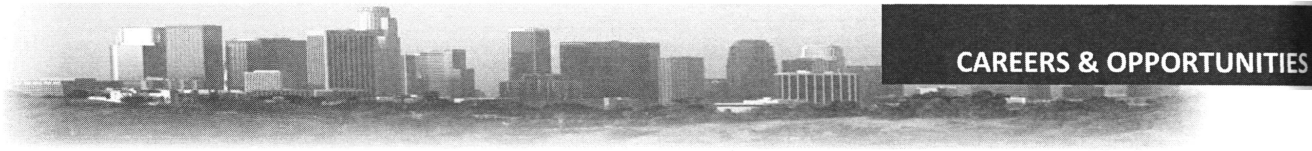
To appreciate beauty;

To find the best in others;

*To leave the world a bit better, whether by
a healthy child, a garden patch
or a redeemed social condition;*

*To know even one life has breathed
easier because you have lived;*

This is to have succeeded



Aku mengenang,
hujan yang turun,
perut yang lapar,
sakit yang perit,
di setiap saat dan minit.

Aku cuba menjadi diri mu;
terbaring dengan tangis yang kering,
diikat dengan seluruhnya mengetat.

Tetapi kemudian aku berhenti,
menarik-narik - meleraikan
ikatan tali;
ilusi.

Hujan sudah pun berhenti,
guruh masih lagi berbunyi.

Aku mendengar azan,
dan cuba mengenangkan.

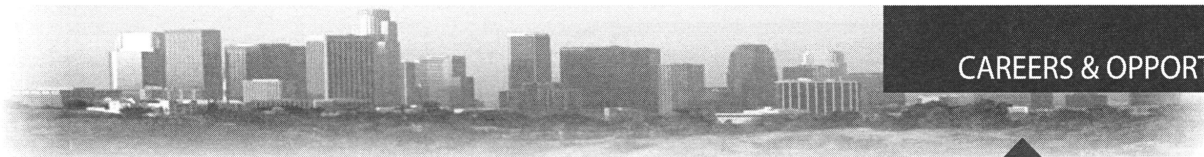
Walaupun aku tahu,
betapa susahya,
melupakan sesuatu.

Selamat malam,
dik.

Walaupun ku tenang,
sedang -
melihat siang.

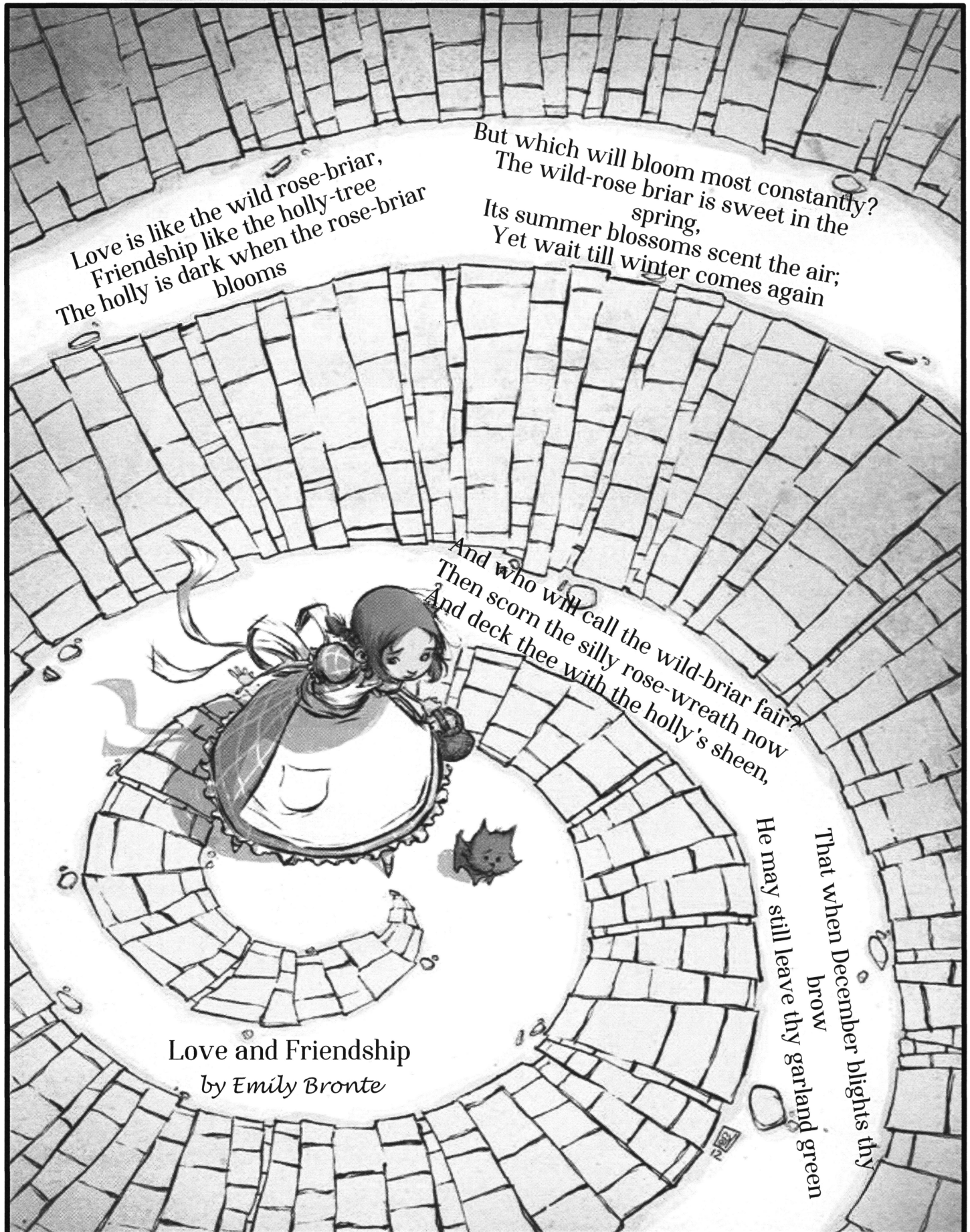
-PETAK DAUD-

*Mengenang Nurin,
2007-2015*



PANTUN BERKAIT

-SYAHRIL-



Love is like the wild rose-briar,
Friendship like the holly-tree
The holly is dark when the rose-briar
blossoms

But which will bloom most constantly?
The wild-rose briar is sweet in the
spring,
Its summer blossoms scent the air;
Yet wait till winter comes again

And who will call the wild-briar fair?
Then scorn the silly rose-wreath now
And deck thee with the holly's sheen,

That when December blights thy
brow
He may still leave thy garland green

Love and Friendship
by Emily Bronte



The Road Not Taken

by Robert Frost

**Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveller, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;
Then took the other, as just as fair,
And having perhaps the better claim,
Because it was grassy and wanted wear;
Though as for that the passing there
Had worn them really about the same,**

**And both that morning equally lay
In leaves no step had trodden black.
Oh, I kept the first for another day!
Yet knowing how way leads on to way,
I doubted if I should ever come back.**

**I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and I-
I took the one less travelled by,
And that has made all the difference.**

1.0 LAPORAN AKTIVITI

Lawatan ke 'International Book Fair' yang diadakan di PWTC, Kuala Lumpur yang juga dikenali dengan singkatan KLIBF ini bermula pada pukul 9.00 pagi. Semua pelajar yang terlibat dikehendaki berkumpul di kampus pada pukul 8.45 pagi dimana van pengangkutan untuk ke sana menjemput pelajar di situ.

Rombongan lawatan di tiba di PWTC sekitar pukul 10.00 pagi. Kedatangan pelajar telah diambil ketika itu dan meneruskan lawatan ke pesta buku tersebut. Para pelajar diberi dua tugas iaitu mencari 'MAPIM booth' dan mencari maklumat tentang keadaan publisiti ilmiah pada masa ini dan yang kedua mencari beberapa buah 'International Booth' yang menerbitkan bahan-bahan yang berkaitan dengan bidang pengurusan maklumat.

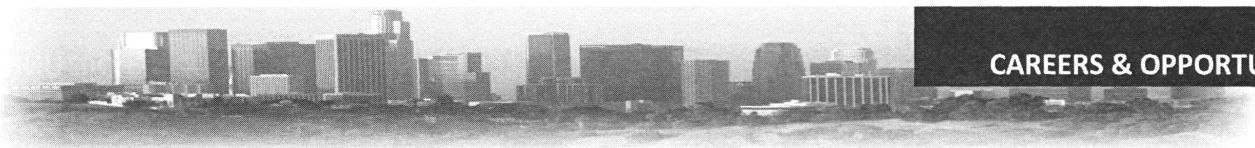
Selepas selesai menyelesaikan segala tugas, pelajar diberi masa untuk berehat dan menunaikan solat jumaat bagi pelajar lelaki. Pada pukul 2.15 petang semua telah berkumpul dihadapan PWTC untuk pulang ke kampus. Pada 3.00 petang semua telah tiba di kampus UiTM Puncak Perdana.



Di International Book Fair, PWTC, Kuala Lumpur



Ketika di 'MAPIM booth'



FIM communication



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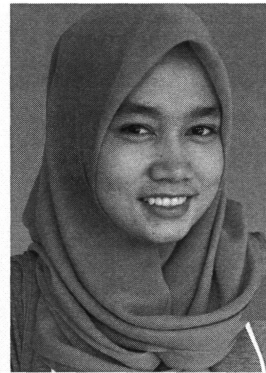
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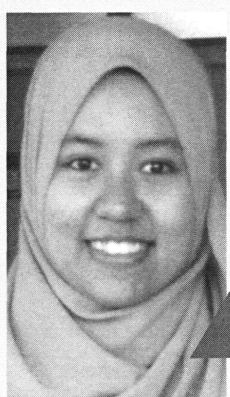


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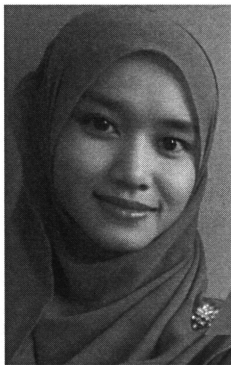


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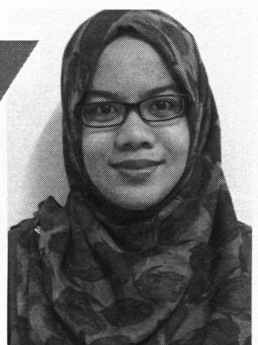
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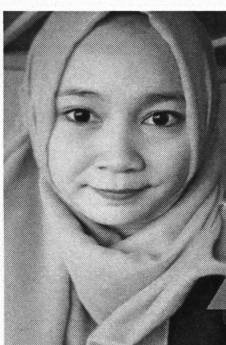
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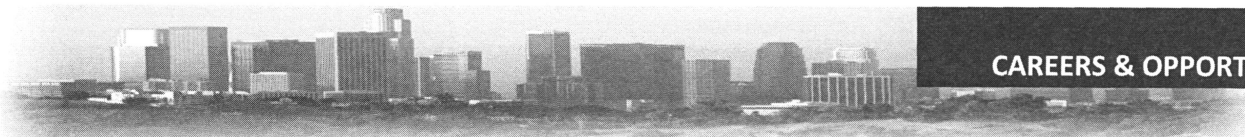
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